

What is claimed is:

1. A method of doing business over a global communications network

comprising the steps:

communicating to a buyer via the global communications network, a description

5 of a product;

accepting a first request from the buyer to buy the product for a price to be  
determined within a price range;

accepting a second request from the buyer to allow the price to be determined  
based upon a performance of the buyer while participating in a Price-Determining-

10 Activity (PDA) selected by the buyer;

receiving data from the buyer over the global communications network, said data  
representing the performance of the buyer during the selected PDA; and

determining the price of the product based at least partially upon the data  
received, said price being within the price range.

15 2. The method of claim 1, further comprising the step of accepting payment  
information from the buyer over the global communications network.

3. The method of claim 1, further comprising the step of presenting to the  
buyer over the global communications network, a plurality of PDAs to choose from, said  
presentation of the plurality of PDAs occurring before accepting the second request from

20 the buyer.

4. The method of claim 3, further comprising the step of presenting price determination rules to the buyer over the global communications network, said price determination rules being associated with the plurality of PDAs.

5. The method of claim 4, wherein the PDA is a video game.

6. The method of claim 1, further comprising the step of associating the selected PDA with the product based at least partially upon a number of participants required for execution of the selected PDA.

7. The method of claim 1, further comprising the step of sending price data to the buyer via the global communications network, said price data representing the price.

8. The method of claim 1, further comprising the step of accepting offer data from the seller representing an offer from the seller to sell the product within the price range.

9. The method of claim 1, wherein the selected PDA requires participation of at least one person in addition to the buyer.

10. The method of claim 1, wherein the steps of accepting the first request from the buyer, accepting the second request from the buyer, and receiving the performance data from the buyer, are performed by a master controller.

11. The method of claim 1, wherein the price is determined at least partially upon participation of the buyer in an auction.

~~12.~~ <sup>14</sup> The method of claim 1, wherein the global communications network is the Internet.

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~~13.~~ A method of determining a price of a product using a global communications network, comprising the steps:

5 communicating to a buyer via the global communications network, data representing a plurality of products available, said plurality of products including a first product;

10 accepting acknowledgement from the buyer representing an intent of the buyer to buy the first product at a price to be determined based upon a performance of the buyer while participating in a Price-Determining-Activity (PDA), said acknowledgement being communicated over the global communications network;

determining the performance of the buyer; and

assigning a price to the product, said price being dependent upon the performance of the buyer.

15 ~~14.~~ <sup>19</sup> The method of claim ~~13~~ <sup>18</sup>, further comprising the step of receiving data over the global communications network representing an election of the buyer to select the PDA.

~~15.~~ <sup>20</sup> The method of claim ~~13~~ <sup>18</sup>, further comprising the step of accepting payment information from the buyer over the global communications network.

16. The method of claim 13, wherein the price to be determined is within a price range, and further comprising the step of communicating the price range to the buyer over the global communications network.

17. The method of claim 16, wherein the PDA includes participation of a second buyer, and further comprising the step of communicating to the buyer and to the second buyer over the global communications network, price determination rules.

18. The method of claim 13 wherein the price is dependent at least partially upon a bid selected by the buyer and received over the global communications network.

19. A system for conducting e-commerce over a global communications network, comprising:

a computer server having access to the global communications network, and being programmed to:

a) communicate to a buyer via the global communications network, data representing a plurality of products, said plurality of products including a first product;

b) accept acknowledgement from the buyer representing an intent of the buyer to buy the first product at a price to be determined dependent on a performance of the buyer while participating in a Price-Determining-Activity (PDA), said acknowledgement being communicated over the global communications network;

c) determine the performance of the buyer based upon data received over the global communications network; and

~~20.~~ <sup>31</sup> The system of claim ~~19~~ <sup>36</sup>, wherein the PDA comprises computer-executable code sent to the buyer over the global communications network.

5      ~~21.~~      <sup>32</sup>      The system of claim ~~20~~<sup>31</sup>, wherein the server is further programmed to process payment information of the buyer communicated over the global communications network.

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